MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

BMK1024 –FUNDAMENTALS OF MARKETING

(All sections / Groups)

4 OCTOBER 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page excluding a cover page.
2. Answer **ALL** questions. The marks for each question are given on the question paper.
3. Please write your answers to all the questions in the answer booklet.

Answer ALL questions.

Question 1

a) Explain what is meant by product and give an example of a product. (5 marks)

b) Explain FOUR (4) characteristics of service. (20 marks)

Total Marks : 25 marks

Question 2

a) Explain customer value-based pricing. (5 marks)

b) Distinguish between: (20 marks)

1) Pure competition
2) Monopolistic competition
3) Oligopolistic competition
4) Pure monopoly

Total Marks : 25 marks

Question 3

a) With the reference to the channel levels, compare direct marketing channel with indirect marketing channel. (5 marks)

b) Explain FOUR (4) major types of store retailer. (20 marks)

Total Marks : 25 marks

Question 4

List and explain the FIVE (5) promotion mix. (25 marks)

Total Marks : 25 marks

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